



**Gujarat Technological University, Ahmedabad**

**In Collaboration with**

**C K Shah Vijapurwala Institute of Management**

**Federation of Gujarat Industries**

**organizes**

**2<sup>nd</sup> National Conference on**

**“Business Ethics & Corporate Governance”**

**On**

**23-24 September 2011**

**At: FGI Auditorium, VADODARA, GUJARAT, INDIA**

**विश्वस्य ही प्रचेतसा वरुण मित्र राजथः |**

**इशाना पिप्यतम धियः ||**

**“O Varuna, O Mitra, you Govern every man and are the wise  
thinkers; You are the Rulers, Nourish our Thoughts.”**

**- Veda, The most ancient Indian philosophy scripture**



## DIALOGUE

Globalization has totally revolutionized the global business scenario and an era of competitiveness and transparency has been ushered in. The earlier oft followed favourite practices and theories have undergone a sea change. Today globalization has created a level playing field for all entrepreneurs and only the most efficient, competitive and transparent will survive the competition.

The world is seeing a paradigm shift in the conduct of business and the earlier method of smart dealings and grabbing opportunities is getting transformed into transparent, competitive and ethical dealings. Today's entrepreneur is realizing that 'Ethics' forms the basis of sustaining a successful business empire and as against earlier assumptions it can be safely interlaced with the business strategy for making adequate profits.

In order to have an all pervasive effect of this theory the seed of '**Ethics in Business**' has to be sown at the grass roots so that today's aspiring entrepreneur is not wary of using this knowledge. The targets for initiating this process must be the educational institutions, where managers for tomorrow are trained.

**Dr. Akshai Aggarwal, the Vice-Chancellor of Gujarat Technical University** unveiled plans for two conferences on 13<sup>th</sup> July 2010 at a conference of 106 MBA Colleges, affiliated with GTU. The first conference on "**Business Ethics for Global Success of Indian Businesses**" was organized on September 22-23, 2010 at Ahmedabad in collaboration with SMJV's C.K. Shah Vijapurwala Institute of Management (CKSVIM). Encouraged by the success of the event, Gujarat Technological University is collaborating with the **CKSVIM** and the Federation of Gujarat Industries (**FGI**) to conduct the **2<sup>nd</sup> National Conference on Business Ethics & Corporate Governance in Vadodara**, the Cultural City of Gujarat.

The Ethics Conference theme is all the more relevant in the wake of discovery of new and large unethical practices (scams) in Business and Government areas being found in a large number of the developed and the developing nations of the world.

The questions are: Can we as individuals and teams of academicians, entrepreneurs, industrialists, governments, managers, bankers, professionals, environmentalists and social activists think and take some positive action to create and maintain an 'environment' in which business can be conducted ethically and profitably? Does India, which claims to be the cradle of civilizations and which was able to win independence through a highly ethical and moral political campaign led by Mahatma Gandhi, have thinkers and leaders, who can lead the world in creating responsible corporate citizens.

**The answer perhaps may be discovered by participating in the 2<sup>nd</sup> Conference on Business Ethics & Corporate Governance.** In September, the time and



opportunity has again come to formally put down the research findings of thinkers and researchers systematically in black and white.

**CALL for PAPERS and CASE STUDIES**

GTU invites researchers and thinkers to contribute papers and case studies on the area of **Business Ethics & Corporate Governance**. The papers and Case studies may relate to business practices in –

- Large industrial houses
- Medium industries
- Small Entrepreneurs
- Service Sector
- Banking & Insurance Sector
- Education Sector
- Medical and Healthcare Sector
- Government Business Organization
- NGOs
- Multinational and International Businesses

The Best papers and Case Studies in each Category will be awarded suitably. All the Case Studies shall be reviewed by a Panel of Experts and selected Case Studies shall be published in the proceedings or in some reputed Journal.

**VENUE & PROGRAMME**

The serene and scenic ambience of the state of the art **FGI Business Centre** located at Khanpur, near Sevasi, **Vadodara** presents an ideal locale for the conference organized by GTU in collaboration with CKSVIM and FGI. The ambience will add a flavour of spirituality to the event by making it more meaningful. It is proposed to have a two-day conference as per following schedule:

<b>Thursday, 23<sup>rd</sup> Sept'2011</b>	<b>Friday, 24<sup>th</sup> Sept'2011</b>
<b>Session-I :</b> 10.00 – 12.30: Inaugural Session	<b>Session-I :</b> 10.00 – 12.30: Panel Discussion on Corporate Governance Q/A Session
12.30 – 13.30: <b>Lunch</b>	12.30 – 13.30: <b>Lunch</b>
<b>Session-II:</b> 13.30–15.00: Panel Discussion on Business Ethics. Q/A Session	<b>Session-II : Parallel Sessions :</b> 13.30–15.00: / 13.30–15.00: Case Studies (2 to 3) / Case Studies (2 to 3) Q/A Session / Q/A Session



15.00 – 15.30: <b>Tea / Coffee</b>	15.00 – 15.30: <b>Tea / Coffee</b>
<b>Session-III :</b> 15.30 – 17.00: Round Table on Ethics 17.00 – 17.15: Concluding Remarks	<b>Session-III :</b> 15.30 – 17.00: Valedictory Session Vote of Thanks

\* Inaugural & Valedictory Session program will be worked out after ascertaining the availability of the Chief Guest and the Guests of Honors.

**PANELISTS**

- Government Representatives, Bureaucrats & Politicians.
- Members from the Corporate Circle –Manufacturing sectors/ Service sectors
- Academia
- Moderators preferably from media or Domain Experts

**SPECIAL INVITEES**

**(For the inaugural and valedictory session)**

- Address by some spiritual Guru
- Keynote speakers for each day
- Chief guest for Day One
- Guests of Honor on Both Days

**SECTOR SPECIALISTS**

- Financial institutions
- Banks
- SEBI
- Academicians

As at the first Conference of 2010, GTU expects the best of thinkers and speakers to be at the Conference

**SPONSORS: (Platinum-7.5 Lakhs, Gold-5 Lakhs & Silver-3 Lakhs):**



- It is aimed to collect a sponsorship in excess of Rs. 15 Lakhs. With frugal expenditure & tight control, the total expenditure will be kept below 6 Lakhs.
- The balance would form a part of the Corpus Fund which would be utilized for future awards, Training, Research and Publication purposes in this emerging discipline of Business Ethics.
- Sponsorship from Large Corporate, Banks & Public Sectors.

## WHO SHOULD ATTEND...?

Members of the corporate world

Vice Chancellors of Universities

Directors, Principals, Deans, Professors, Faculty Members and Student from management, technical, Medical and other Institutions of Higher Education, Colleges as well as Schools.

Employees and Employers

## REGISTRATION FORM WITH FEE FOR PARTICIPATION / SPONSORSHIP - CHEQUE/DD TO:

Please Send duly filled-in Registration Form at CKSVIM in print and signed copy, and

Send e-Copy (signature not required) to: [conference@cksvim.edu.in](mailto:conference@cksvim.edu.in) under cc to: [conference@gtu.edu.in](mailto:conference@gtu.edu.in) for Registration and obtaining confirmation from CKSVIM

## CONFERENCE ENQUIRY AND PAPER SUBMISSION TO:

- Dr Rajesh Khajuria, Convener, Business Ethics Conference : [director@cksvim.edu.in](mailto:director@cksvim.edu.in)
- Paper / Case Study Submission by email only to : [conference@cksvim.edu.in](mailto:conference@cksvim.edu.in)
- Conference Enquiries: Ms. Nusrat Campwala, Secretary to Director  
[nusrat.campwala@cksvim.edu.in](mailto:nusrat.campwala@cksvim.edu.in)  
C K Shah Vijapurwala Institute of Management, SMJV, Vadodara  
Tele: +91-265-241 8328 / 241 8329 / 241 8330. Fax: +91-265-241 8327  
Website: [www.cksvim.edu.in](http://www.cksvim.edu.in)



**ETHICS CONFERENCE COMMITTEE**

**Convenors:**

**Dr. Rajesh Khajuria**  
Director SMJV's CKSVIM

**Ms. Geeta Goradia**  
President FGI

**Members:**

1. **Dr. Satendra Kumar**, Professor & Head, Research Centre, SMJV's CKSV Institute of Management, Vadodara
2. **Wg Cdr. A.M. Gadkary**, Secretary General, Federation of Gujarat Industries, Vadodara
3. **Dr Chinnam Reddy**, Director, Marwadi Group of Education, Rajkot
4. **Dr. S.O. Junare**, Director, National Institute of Cooperative Management, Gandhinagar
5. **Dr Jagdish Joshipura**, Director, Som-Lalit Institute of Management Studies, Ahmedabad
6. **Dr K N Sheth**, Director, Shree Saraswati Education Sansthan's Group of Institutions, Mehsana
7. **Dr Vashishthadhar Dwivedi**, Admin – Director, Om Shanti Engineering College, Rajkot
8. **Prof. Bhavin Pandya**, I/c Director, S V Institute of Management, Gandhinagar
9. **Dr. Dalpat Sarupria**, Director, GIDC, Rajju Shroff Rofel Institute of Management, Vapi
10. **Mrs. Trupti Almoula**, I/c Director, Narmada College of Management, Bharuch
11. **Mr Ajay Shah**, Dy. Director, Jaisukhlal Vadhar Institute of Management Studies, Jamnagar
12. **Dr Abhijeet Chatterjee**, Professor & Director, Dr. J. K. Patel Institute of Management, Post: Limda, Tal: Waghodia, Dist: Baroda
13. **Dr. A.S. Abani**, Director, Bhagwan Mahaveer College of Computer Application, Surat
14. **Dr. N.N. Patel**, Hon. Director, Anand Institute of Management, Anand
15. **Dr. A.S. Charan**, Director, Luthra Institute of Management, Surat
16. **Prof. Lalit Chande**, I/c Director, T.N.Rao College of Management, Rajkot
17. **Prof. Bhavesh Patel**, Dept. of Business Administration, Sankalchand Patel Sahkar Vidhyadham, Visnagar
18. **Dr S.B. Sharma**, Director, Indus Institute of Technology & Engineering, Ahmedabad
19. **Mr Ved Vyas**, Director, Nobel Engineering College, Junagadh
20. **Dr. Dipti Sethi**, Principal, Christ Institute of Management, Rajkot
21. **Mr. N.B. Sharma**, Campus Director / PRO, Sri Aurobindo College Campus, Rajkot
22. **Dr. Sunita Upendra Sharma**, Faculty of Management Studies, The Maharaja Sayajirao University of Baroda, Vadodara



**Registration Form**

**2<sup>nd</sup> National Conference on "Business Ethics & Corporate Governance"**

**23<sup>rd</sup> – 24<sup>th</sup> September 2011 @ FGI Business Centre, Vadodara**

**Details of the Participants:**

Name of the Participant	Designation	Mobile No	Amount Rs. 500/- or 1,000/-	Total Cheque / DD Amt. (Rs.)

Our At Par cheque / DD \_\_\_\_\_ for Rs. \_\_\_\_\_ dated \_\_\_\_\_

drawn in favour of "Gujarat Technological University" payable at Ahmedabad is enclosed.

Sender Name: \_\_\_\_\_ Designation \_\_\_\_\_

Institution / Industry: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Seal

Date: \_\_\_\_\_

**Registration Fee:**

- 1) **Rs 500/-** per participant for **GTU** College Trustee / Director/ Professor / Lecturer and Industry members of **FGI**.
- 2) **Rs 1,000/-** per participant for others.
- 3) Registration fee is not refundable. *However, change of participant shall be allowed.*